

MasterLink

What is it?

How is it different?

Why is it better?

Exhibit 2

What is MasterLink?

It is A Process-Focused
Job Management System That:

- ◆ Automates SUPERVISION
- ◆ Provides Workers with all Job Information When They Need It
- ◆ Automates Field Data Reporting
- ◆ Keeps Score &

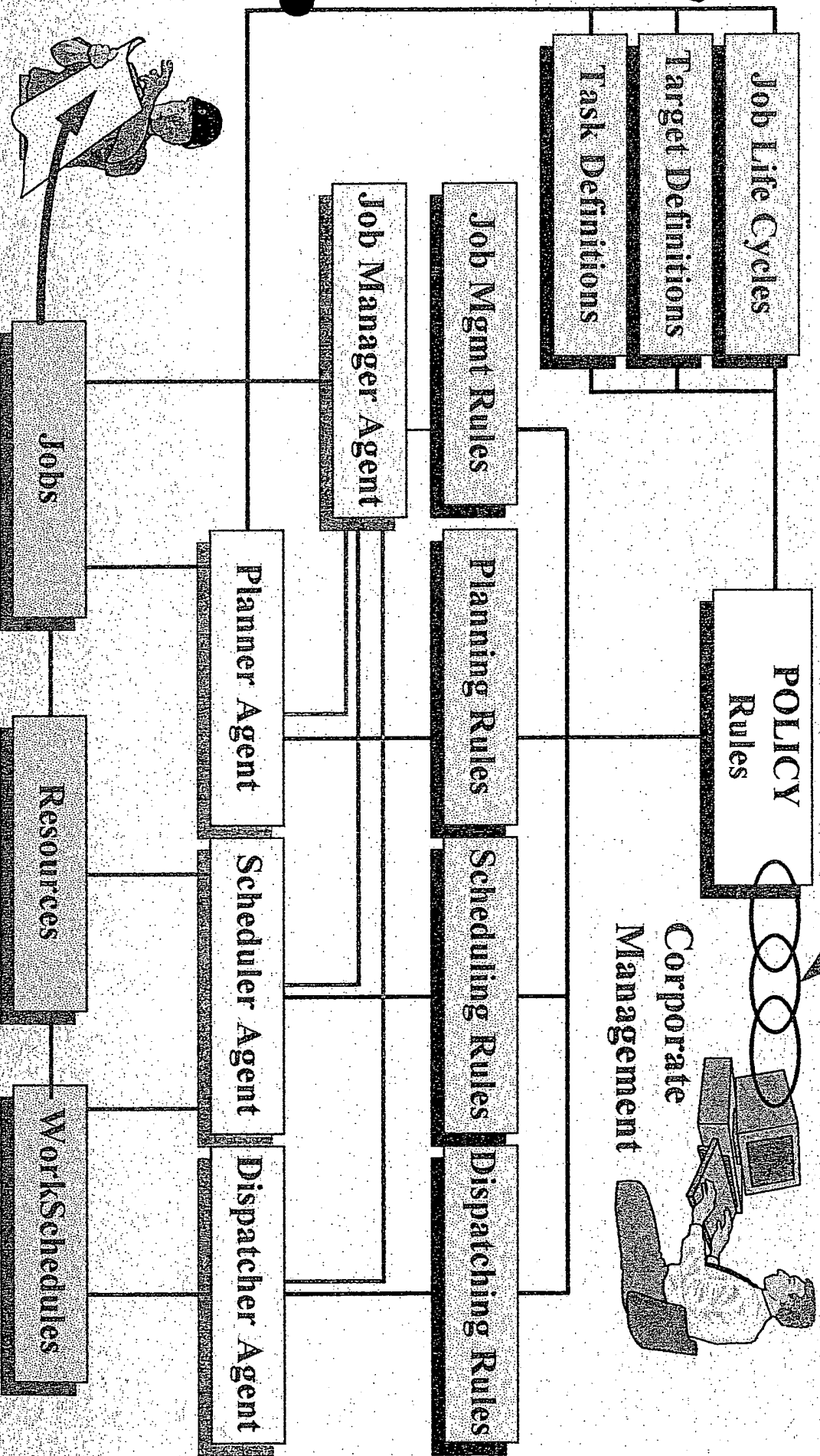
Lets Management Manage

How is MasterLink Different?

- ◆ It Automates the Supervisory Process
- ◆ It Uses Flexible RULES, called Policy, to Control the Workforce
- ◆ It Links Corporate Management Directly to Their Workers

Management Control Through POLICY

The “MasterLink”



Policy Benefits Equation:

Any Enterprise Objective and/or Event

+ Work Specification Tools
+ Real-Time Policy Adjustment
Capabilities

+ Automated Supervisory Functions
+ Informed Workers

+ Effectiveness Feedback Tools

= Full Usage of Supervisor & Worker
Talent

What is Wrong

With Current Solutions?

◆ They are ‘Data Centric’ Approaches That:

- Do Not Encourage Process Innovation
- Still Require Intense Manual Supervision
- Prevent Managers From Adequately Controlling Resources to Achieve Objectives
- Are Not Easily Adapted to Individual Enterprise Requirements

◆ Do Not Have Adequate Feedback Systems to Accurately Measure Work

Results

MasterLink is Better, Because:

- ◆ It Automates Supervision
- ◆ It Enables Continuous Improvement of Workforce Productivity
- ◆ It Puts Corporate Management in Direct Control of Workers
- ◆ In Real-time, it Informs/Enables/ & Keeps Score
- ◆ Its Design is Easily Adapted to ANY Enterprise or Market
- ◆ It is Very Cost-effective

*“MasterLink is a computer era
breakthrough that lets the
management manage the
operation while the work force
has the information to be fully
utilized.”*

-----Philip Crosby, Author

**MasterLink: The Work Process Improvement
Company**